

37. IMPACT OF DIGITAL MARKETING STRATEGIES ON CUSTOMER SATISFACTION THROUGH EMPIRICAL ANALYSIS

Dr.V.Chitra, Associate Professor, Department of Commerce, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai-117.

Shabnam .A, Research Scholar, Department of Commerce, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai-117

ABSTRACT

The theme of this paper is "Impact of Digital Marketing Strategies on Customer Satisfaction through Empirical Analysis". This study explores the impact of digital marketing strategies on customer satisfaction, a topic of growing importance in today's digital landscape. As businesses increasingly invest in digital marketing to engage customers and drive satisfaction, understanding the effectiveness of these strategies is crucial. This research assesses consumer satisfaction with digital marketing and investigates the key factors influencing satisfaction, including personalization, content quality, and user experience. Using a survey-based approach, this study examines the complex relationship between digital marketing strategies and customer satisfaction, providing actionable insights for businesses to optimize their digital marketing efforts and enhance customer satisfaction.

INTRODUCTION:

Introduction to Digital Marketing

Digital marketing encompasses all marketing efforts that utilize electronic devices and the internet to promote products, services, or brands. This dynamic and ever-evolving field leverages various digital channels, including websites, search engines, social media, email, and video content, to engage with customers and prospects.

Characteristics of Digital Marketing

Unlike traditional marketing, which is static and one-way, digital marketing enables two-way communication between businesses and their target audience. This interactivity allows for real-time engagement, feedback, and relationship-building.

Benefits of Digital Marketing

With the majority of consumers spending a significant amount of time online, digital marketing offers a strategic advantage in reaching and engaging with target audiences. A well-crafted digital marketing strategy can drive business growth, increase brand awareness, and generate leads and sales.

DIGITAL MARKETING STRATEGIES:

Digital marketing strategies are essential for businesses to reach and engage with their target audience in today's digital age. Effective strategies include search engine optimization (SEO) to increase organic traffic, content marketing to attract and retain a clearly defined audience, and social media marketing to build brand awareness and drive website traffic. Pay-per-click (PPC) advertising and email marketing can also be used to drive targeted traffic and nurture leads. Additionally, influencer marketing, analytics and tracking, content personalization, mobile optimization, and video marketing can help businesses stay competitive and achieve their marketing goals. By incorporating these strategies into their overall marketing plan, businesses can increase brand awareness, drive traffic, generate leads, and ultimately drive

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To succeed in digital marketing, businesses must set clear goals and objectives, understand their target audience, and choose the right digital marketing channels. Creating high-quality relevant content is also crucial, as is tracking and measuring performance to make data 231 decisions. By following these best practices and staying up-to-date with the latest trends, technologies, businesses can achieve their marketing goals and stay ahead of the competition. Digital marketing offers numerous benefits, including increased brand awareness, improved website traffic, enhanced customer engagement, increased conversions and sales, and better ROI measurement and tracking. By leveraging digital marketing strategies effectively, businesses can reach and engage with their target audience, drive revenue, and achieve long-term success.

REVIEW OF LITERATURE:

Arie Wahyu Prananta et al. (2024) in their article "The Impact of Digital Marketing Strategies on Consumer Purchasing Decisions in the Indonesian Market: The Mediating Role of Customer Satisfaction" found that digital marketing strategies have a significant positive impact on customer satisfaction and consumer purchasing decisions in the Indonesian market. The objective of the study was to explore the relationship between digital marketing strategies, customer satisfaction, and consumer purchasing decisions. The key findings revealed that digital marketing strategies significantly influence customer satisfaction, which in turn affects consumer purchasing decisions. The study also highlighted the mediating role of customer satisfaction in the relationship between digital marketing strategies and consumer purchasing decisions. The conclusion emphasizes the importance of businesses prioritizing

digital marketing strategies that enhance customer satisfaction to drive positive purchasing behaviors in the Indonesian market.

Kumba Digdowiseiso and Yulia Kartika Sari (2024) in their article "The Impact of Digital Marketing, Product Quality, and Service Quality on Customer Satisfaction through Purchase Decision as Interacting Variables" found that digital marketing, product quality, and service quality have a positive impact on customer satisfaction. The objective was to examine these relationships among Accurate Accounting Software users. Key findings showed that these factors significantly influence purchasing decisions and customer satisfaction. The conclusion highlights the importance of prioritizing digital marketing, product quality, and service quality to enhance customer satisfaction.

NEED FOR THE STUDY:

As digital marketing continues to revolutionize customer-business interactions, assessing consumer satisfaction with digital marketing strategies has become vital for crafting successful marketing initiatives and fostering lasting customer relationships. This study seeks to bridge the knowledge gap by conducting an empirical analysis of the impact of digital marketing strategies on customer satisfaction.

OBJECTIVES OF THE STUDY:

1. To assess consumer satisfaction with digital marketing.
2. To investigate the factors that influence customer satisfaction in relation to digital marketing

RESEARCH METHODOLOGY:

Research objective

To study general preference of impact of digital marketing strategies on customer satisfaction

Research design

Exploratory research as the information is not clearly defined and Descriptive because it describes the characteristics of population.

Data collection method with tools

Data is collected through primary and secondary sources. Primary data is collected through questionnaires, interviews during store visit and secondary data is collected through internet and books .

Sample design

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Sampling unit – Individual online consumers to whom questionnaires were distributed after interviewing and questioning them about their experiences and perceptions of digital marketing.

Sample size - The size of the sample is 50 respondents

Sampling method - Probability as it involves random selection of sample of people aged between 15 to above 60 years.

LIMITATIONS OF THE STUDY:

- The study is limited to 25 respondents .The study may focus on specific aspects of digital marketing, which may not capture the full range of factors influencing consumer satisfaction.
- Time Constraints: The study may be conducted at a specific point in time, which may not capture changes in consumer attitudes or behaviors over time.

DATA ANALYSIS AND INTERPRETATION:

Objective 1:

PERCENTAGE ANALYSIS:

1. Table-1 Calculation of percentage Analysis , to assess consumer satisfaction v digital marketing

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PARTICULARS	STRONGLY AGREE		AGREE		NEUTRAL		DIS AGREE		STRONGLY DIS AGREE	
	TS	%	TS	%	TS	%	TS	%	TS	%
Digital marketing efforts meet my expectations.	10	20%	40	80%	0	0%	0	0%	0	0%
Online ads are relevant to my interests.	10	20%	10	20%	2	40%	0	20%	0	0%
Social media engagement enhances my brand experience.	10	20%	30	60%	1	20%	0	0%	0	0%

Email marketing campaigns provide valuable information.	2	4%	18	36%	20	40%	0	0	0	0
Digital content is engaging and informative.	40	80%	5	10%	5	10%	0	0	0	0
Online customer support is responsive and helpful.	15	30%	20	40%	10	20%	4	8%	1	2%

INTERPRETATION:

From the above table, it is inferred that digital content is engaging and informative, with 80% of respondents strongly agreeing. Additionally, 80% of respondents agree that digital marketing efforts meet their expectations, and 60% agree that social media engagement enhances their brand experience. However, online ads and email marketing campaigns receive mixed responses, with 40% being neutral about email marketing and 40% neutral about online ads. Overall, the findings suggest that digital marketing efforts, social media engagement, and digital content are effective, but online ads and email marketing campaigns require improvement to better resonate with consumers.

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Objective 2:

❖ Calculation of mean score , to investigate the factors that influence customer satisfaction in relation to digital marketing

- S.D = Strongly Disagree
- D. A= Dis Agree
- N = Neutral
- A = Agree
- S.A = Strongly Agree
- W.U = Website usability
- S.M.E = Social media engagement
- E.M = Email marketing
- B.D.C = Brand digital communication
- O.R.R = Online review& rates

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- O.A =Online Advertisement
- C.S = Customer service
- M.E = Mobile app experience

Mean score formula:

$$X=A+(\sum fd/\sum f)$$

❖ Mean Score Analysis to investigate the factors that influence customer satisfaction in

	value of (x)/7	d=x-a	W.U	S.M.E	E.M	B.D.C	O.R.R	O.A	C.S	M.E								
			F	FD	F	FD	F	FD	F	FD	F	FD	F	FD	F	FD		
S.D	1	-2	5	-10	5	-10	10	-20	11	-22	3	-6	5	-10	0	0	1	-2
D.A	2	-1	5	-5	5	-5	20	-20	15	-15	5	-5	5	-5	10	-10		
N	3(A)	0	9	0	20	0	5	0	15	0	5	0	10	0	10	0		
A	4	1	16	16	10	10	6	6	4	4	18	1	18	18	20	20	18	1
S.A	5	2	15	30	10	20	9	18	5	10	19	3	12	24	10	20	15	3
			50	31	50	15	50	16	50	23	50	4	50	27	50	30	50	4

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relation to digital marketing

W.U =72.4% S.M.E= 61% E.M = 66% B.D.C =69%% O.R.R=62% O.A=71%

C.S=61% M.E =62%

$$W.U = 3+(31/50) = 3+0.62 = 3.62*20 = 72.4\%$$

$$S.M.E = 3+(15/50) = 3+0.3 = 3.03*20 = 61\%$$

$$E.M = 3+(16/50) = 3+0.32= 3.32*20 = 66\%$$

$$B.D.C = 3+(23/50) = 3+0.46= 3.46*20 = 69\%$$

$$O.R.R= 3+(45/50) = 3+0.9= 3.09*20 = 62. \%$$

$$O.A = 3 + (27/50) = 3 + 0.54 = 3.54 * 20 = 71\%$$

$$C.S = 3 + (30/50) = 3 + 0.6 = 3.06 * 20 = 61\%$$

$$M.E = 3 + (40/50) = 3 + 0.8 = 3.8 * 20 = 62\%$$

INTERPRETATION:

The mean score analysis shows that Website Usability (W.U) is the most influential factor in customer satisfaction with digital marketing, with a mean score of 72.4%. This is followed by Online Availability (O.A) with a mean score of 71%, Brand Digital Communication (B.D.C) with a mean score of 69%, Email Marketing (E.M) with a mean score of 66%, Online Reputation and Reviews (O.R.R) with a mean score of 62%, Marketing Effectiveness (M.E) with a mean score of 62%, Social Media Engagement (S.M.E) with a mean score of 61%, and Customer Support (C.S) with a mean score of 61%.

FINDINGS:

- ❖ Majority (70%) of the respondents are female. Majority (40%) of the respondents are between 18-25 years old. Majority (60%) of the respondents are undergraduate level. 236
- ❖ Majority (70%) of the respondents are unmarried. Majority (40%) of the respondents have an income level between Rs.15000-30000. Majority (41%) of the respondents are employees. -Through percentage analysis it is inferred that digital content is engaging and informative, with 80% of respondents strongly agreeing. Additionally, 80% of respondents agree that digital marketing efforts meet their expectations, and 60% agree that social media engagement enhances their brand experience. However, online ads and email marketing campaigns receive mixed responses, with 40% being neutral about email marketing and 40% neutral about online ads. Overall, the findings suggest that digital marketing efforts, social media engagement, and digital content are effective, but online ads and email marketing campaigns require improvement to better resonate with consumers.
- ❖ The mean score analysis shows that Website Usability (W.U) is the most influential factor in customer satisfaction with digital marketing, with a mean score of 72.4%. This is followed by Online Availability (O.A) with a mean score of 71%, Brand Digital Communication (B.D.C) with a mean score of 69%, Email Marketing (E.M) with a mean score of 66%, Online Reputation and Reviews (O.R.R) with a mean score of 62%, Marketing Effectiveness (M.E) with a mean score of 62%, Social

Media Engagement (S.M.E) with a mean score of 61%, and Customer Support (C.S) with a mean score of 61%.

SUGGESTIONS:

To improve digital marketing efforts, it is essential to revamp online ad strategies to make them more relevant and engaging. Similarly, refining email marketing campaigns to provide more valuable information and resonate with consumers can help drive customer satisfaction. Additionally, focusing on providing responsive and helpful customer support is crucial to exceed customer expectations and improve overall satisfaction. Investing in website usability is also vital, as it is the most influential factor in customer satisfaction. By prioritizing website usability, businesses can create a seamless and user-friendly experience that meets customer needs and expectations. By implementing these suggestions, businesses can optimize their digital marketing efforts, enhance customer satisfaction, and ultimately drive long-term success.

CONCLUSION:

This study highlights the significance of digital marketing strategies in influencing customer satisfaction. The findings suggest that website usability, online availability, brand communication, and email marketing are key factors that drive customer satisfaction. However, online ads and email marketing campaigns require improvement to better resonate with consumers. By implementing the suggested strategies and recommendations, businesses can optimize their digital marketing efforts, enhance customer satisfaction, and ultimately drive long-term success.

Recommendations

Based on the study's findings, it is recommended that businesses prioritize improving their digital marketing strategies, particularly in areas such as online ads and email marketing, to better resonate with consumers. Additionally, investing in website usability, leveraging brand digital communication, and enhancing customer support can help drive customer satisfaction. By personalizing digital content, monitoring and responding to online reviews, and measuring the effectiveness of digital marketing efforts, businesses can optimize their strategies and ultimately drive long-term success.

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